

R.J. Reynolds

Tobacco Co.

1622-RM(2) 1623-RM
26 24
33
34
35

c/m: 7-31-97

Jance McLean

Account Manager
111 Colonial Drive
Endwell, NY 13760
(607) 786-5071
(607) 786-5075
(800) 757-2855 ext. 78874

July 23, 1997

TO: All Retail Reps And Retail Managers With Red Barrel Accountabilities
(Chain ID 1872-00-00)

RE: Authorization For No Bull PDI/POS Placements

Ladies & Gentlemen,

Attached is an authorization letter to place and maintain a Winston No Bull change mat in the Red Barrel chain. Please use this letter to secure placement of this item upon your next visit. Please replace this item once it has become worn or tattered during the authorized period.

If you have any questions or concerns, please contact me. As always, thank you for your assistance with this chain.

Sincerely,



J. McLean
#1645 / AM

51844 7035

**Stick To Stick
Change Mat
Authorization**

Red Barrel

Account

7/28/97

Date

All Stores

Address

Address

Advertising Print

Yours have additives:

**94% tobacco
6% additives**

New Winstons don't.

**100% tobacco
True taste**



Your RJR Representative is authorized to place the above pictured Change Mat on the Sales Counter in the transaction area, for the agreed upon period of time listed below.

Between 8/4 and 11/4

RJR Signature

Account Signature

51844 7036